

Attachment A



Supporting Mid-Career Change

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News

CareerFables.com Redefines How to Qualify a Job Candidate with The Skills Match®

BURLINGAME, CA - July 20, 2000 - PRNewswire - CareerFables.com, an innovative Internet community supporting mid-career change, announced today the release of its newest product, The Skills Match®. This dynamic new database tool identifies elements from individual work histories, personal profiles, and skills that are not normally captured on a resume. Candidates are then automatically matched according to the needs identified by companies seeking to fill open positions.

Phase 1 of CareerFables, launched in February of this year, established its online community environment. Susan Magrino, President and CEO, explains the goals of the initial phase: "Work experiences shared as stories tell us that we are not alone in facing the stress of mid-career change. We aren't the first or the last to have our career impact all parts of our lives. We just need to be the smartest in how we deal with the situation."

There's no doubt that being "smart" about career change is critical. Just as the Federal Government has taken a pro-active approach to maintaining economic stability for the long-term, it is equally important for organizations and individuals to look for new tools and methods for managing growth and sustaining high employment levels. One of the keys is finding qualified employees - a challenge that has haunted many Human Resource professionals in the last few years. CareerFables has taken a long look at this issue, and has designed its Internet community and The Skills Match database to redefine our concept of how to qualify a job candidate.

"We know that there's a severe shortage of qualified candidates in every sector of the job market, from public service to high tech to education. The mismatch comes when we realize how many people are available, qualified, and ready to make a change - if they only knew how!" Magrino added. Michelle Braxton, an Assistant Manager for a home improvement store, took a job in retail after college because "...it was a stepping stone to managing and helping other employees. What I didn't realize is that you can get trapped in a career without even knowing it." Michelle has been pigeonholed in one industry, even though she has skills and experience that cross many industries.

Michelle's is not an unusual story...it's repeated again and again. Howard Granger recently retired from his position as Senior Representative for Business and Economic Development for the Port Authority of Seattle: "After all these years, my tank is still three quarters full but I have no place to drive! I haven't been out in the job market in so long, I don't even know what's available or how to find out where my skills fit."

These circumstances are not unique or unusual - we hear variations all the time from our friends, relatives, and colleagues. They aren't specific to location, gender, education, age, or profession. Michelle and Howard, and many other highly qualified individuals, simply haven't had a way to communicate ALL of their qualifications to the people who need to know - Employers.

But now they do! CareerFables.com and The Skills Match provide the ability to capture and capitalize on the total individual. The result is natural...better candidates, happier managers - time and money saved.

Tell us your story. Visit www.careerfables.com.

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